

SAMPLE BOARD DESCRIPTION

Position: Communications Chair

Overview:

The Communications Chair is instrumental in advancing the chapter's mission by spearheading and coordinating all communication initiatives. This volunteer role is well-suited for a strategic thinker with outstanding communication skills, a deep commitment to the chapter's mission, and a keen interest in contributing to its growth and influence.

Responsibilities:

1. Leadership and Strategy:

- Develop and execute a comprehensive communications strategy aligned with the chapter's goals, that incorporates consistent outreach to the chapter's members and helps raise awareness of the chapter's activities.
- Inspire and lead a team of volunteers and chapter administrators to ensure the effective implementation of communication initiatives.

2. Content Creation:

- Supervise the creation and dissemination of compelling content across diverse platforms, including social media, newsletters, and the chapter's website.
- Ensure all communications consistently reflect the chapter's values and messaging and adhere to ACC's overall content guidelines.

3. Media Relations:

- Foster and sustain relationships with media outlets to amplify the chapter's visibility.
- Offer strategic insights to potential chapter events, initiatives, and partnerships that may help create media interest.
- Collaborate with ACC HQ to craft press releases, statements, and media kits as required.

4. Internal Communications:

- Work collaboratively with other committees and leaders to maintain cohesive internal communication.
- Coordinate with ACC HQ to provide communication training for volunteers as necessary.

5. Brand Management:

- Safeguard and enhance the chapter's brand through adherence to consistent messaging and design standards.
- Monitor and respond to both online and offline communications to preserve a positive chapter image.

6. Metrics and Analysis:

- Collaborate with chapter administrators to identify, track, and analyze the performance metrics of communication efforts.
- Deliver regular reports and insights to the leadership team to guide decision-making.

Skills:

- Strong leadership and team management skills.
- Exceptional written and verbal communication abilities.
- Familiarity with social media platforms, content management systems, and communication tools.

Time Commitment:

Approximately 2 hours per week, encompassing regular committee meetings and additional time for special projects or events.